

Fifth Ave. Coach Co.

1918-1922

July 23, 1918

Fifth Avenue Coach Co.,

Dear Sir:-

The American Numismatic Society is planning an exhibition of the devices and marks of identification for each man in the Army and Marine Corps. The Exhibition will be open to the public on August 2, and we are anticipating a large attendance. Such posters and cards as we are issuing in regard to it mention that the Society is to be reached by the Fifth Avenue Bus Line as well as the Subway.

We feel that it would be a good business proposition if the Fifth Avenue buses feature this exhibition on some sort of a card on the outside of the bus. If you will call me by phone (Audubon 2484 Mr. Noe) and make an appointment, I shall be very glad to call upon you or your representative at such time as may be mutually convenient.

Very truly yours,

Secretary.

TELEPHONE 7800 LENOX  
CABLE ADDRESS, TRANSCO  
LIEBER'S AND W.U. CODES

"Open Air to Everywhere"

FIFTH AVENUE COACH COMPANY  
STAGE LINES  
MOTOR OMNIBUSES FOR PRIVATE HIRE  
*General Offices, 102<sup>nd</sup> St., East of Fifth Avenue, New York.*

GARAGES

4-20 EAST 102<sup>nd</sup> STREET  
640-646 WEST 13<sup>th</sup> STREET

JOHN A. RITCHIE  
PRESIDENT & GENERAL MANAGER

RICHARD W. MEADE  
CHAIRMAN OF THE BOARD

SAMUEL E. MORROW  
SECRETARY AND AUDITOR

G. A. GREEN  
CHIEF ENGINEER & SUPERINTENDENT

GEORGE L. WILLEMB  
ASSTY SECRETARY & TREASURER

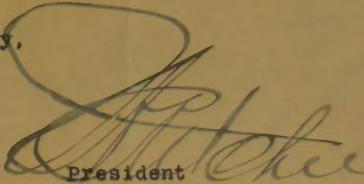
July 24, 1918

Mr. Sydney P. Noe,  
Secretary, The American Numismatic Society,  
Broadway & 155th Street,  
City

Dear Sir :

In reply to your letter of July 23rd, I have to advise that we shall be glad to co-operate with you in the matter of advertising your exhibition by displaying posters on the upper deck panels of our 'buses, provided you will furnish the posters and submit copy for our approval before doing so. Our requirements with respect to these cards are that they shall be 16 3/4" high by 42 inches long, the stock to be what is known as "21 point, 23 x 43 white car card."

Yours truly,

  
John A. Ritchie  
President

July 26, 1918

John A. Richie, Esq., President  
Fifth Avenue Coach Co.  
162nd St., East of Fifth Avenue  
New York, N. Y.

Dear Sir:-

Thank you very much for your letter of the 24th. I hope to submit herewith for your approval or for suggested improvements a copy we should to use in announcing the Exhibition to be held at the Museum of the American Numismatic Society. Kindly indicate the number of copies you will need and any suggestions that may occur to you. I am enclosing half a dozen invitations for the opening of the Exhibition next Thursday night. We should be very glad indeed to welcome you and any of the officers of your company who might care to be present at that time. Again thanking you for your letter, I am,

Very truly yours,

Secretary.

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July 27, 1918

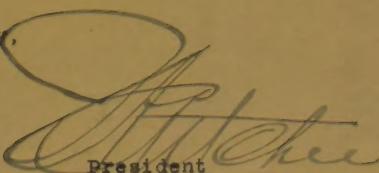
Mr. Sydney P. Noe,  
Secretary, The American Numismatic Society,  
Broadway & 155th Street,  
City

Dear Sir :

I have your favor of July 26th submitting  
proof of poster, which meets with my approval and is returned  
to you herewith. I would suggest that you send us a supply  
of about 700 of these posters.

Thanking you for the tickets for the opening  
of your exhibition which you have been so kind as to send me,  
I am

Yours truly,



John A. Ritchie

President

✓  
(Enclosure)

**SEEING  
NEW-YORK  
*from the*  
FIFTH AVENUE  
BUS**



# *"How Are We Going to*

"Engage a bus." That's the answer. Every host and hostess should know about our special bus service for large parties. One can get a regular bus, the same kind used on Fifth Avenue, that seats 51 passengers—22 inside and 29 on the upper deck—or an equally comfortable single-deck bus seating 25 persons. Every bus is manned by a courteous and competent crew.

Here are some uses to which privately hired buses may be put:

## **For Dinners, Dances and the Theatre**

From dinner to a dance or the theatre, the party is kept together sociably, traveling in warmth and comfort.

Parties from the suburbs may be met at the station, taken to a dance or theatre and perhaps to supper afterwards and returned to the station in time for their trains.

## **For Outings and Excursions**

In Queens, the Bronx, Staten Island and Brooklyn, there are beautiful spots, ideal for one-day picnics. A bus will take a crowd to these delightful outlying places.

## **For Sight-seeing in New York**

Groups of delegates to all sorts of conventions want to see the sights of New York; a bus hired

Write, tel.

**THE FIFTH AVENUE**

Telephone

Morningside 2273

# *Keep the Crowd Together?"*

specially for their use is an ideal way to show them around. Itineraries can be planned to points of special interest to the visiting delegates.

## **For Out-of-town Occasions**

In a limited number of instances it is possible to supply buses for weddings or receptions in communities near New York. Guests can be transported in this way to and from the station. They will appreciate the comfort and convenience of this service.

## **For Travel About the City**

Clubs and societies often desire to go in a body to some other part of the city; the bus will take them there and keep the crowd together.

## **The Cost Is Reasonable**

Private bus service is charged for by the hour, from the time the bus leaves the garage until it returns thereto. The following rates apply to theatre and dinner calls in the district between Washington Square and Fort George (193rd Street):

Per Hour (Minimum Charge \$14.00).....	\$ 7.00
To the Theatre only.....	14.00
To the Theatre and Return.....	21.00
Extra, After Midnight, per Hour.....	7.00

Special rates apply to the other services suggested.

Telephone or call

**THE COACH COMPANY**

605 West 132nd Street

Just West of Broadway



Here Are Shown  
THE STREETS TRAVERSED  
BY THE FIFTH AVENUE BUSES

FARE  
TEN  
CENTS

*Everybody's  
Motor  
Car*

BUSES  
STOP  
ON  
FAR  
CORNER

October 25th, 1922.

Fifth Avenue Coach Company,  
102nd St., East of Fifth Avenue,  
New York.

Attention of the Secretary.

Dear Sir:-

For the benefit of your Patrons, and  
should you desire to insert an announcement in your  
"Guide" regarding this Society, I would like to  
draw your attention to the fact that we now have on  
display an exhibition of United States Coins and  
Medals. This Museum is open daily from 2 to 5,  
except Mondays.

Very truly yours,

Acting Secretary and Curator.

Frederic T. Wood  
President & General

Manager

SAMUEL E. MORROW  
V.PRES & SECRETARY

GEORGE L. WILLEMS  
TREASURER

WILLIAM H. BROWN  
PURCHASING AGENT

555 FIFTH AVENUE

"Open Air to Everywhere"

## FIFTH AVENUE COACH COMPANY

STAGE LINES

MOTOR OMNIBUSES FOR PRIVATE HIRE

General Offices, 605 West 132<sup>nd</sup> Street, New York

TELEPHONE 2273 MORNINGSIDE  
CABLE ADDRESS, NEYOTRANS

GARAGES

4-20 EAST 102<sup>nd</sup> STREET  
640-648 WEST 131<sup>st</sup> STREET

October 27, 1922

Howland Wood, Esq.,  
Acting Secretary and Curator,  
The American Numismatic Society,  
Broadway and 155th Street,  
New York City

Dear Sir :

While we are most appreciative of the suggestion contained in your letter of October 25th, to the effect that we incorporate in our "Guide" an announcement concerning the hours during which your Museum is open to the public, our advertising in this respect is rather limited and is confined to the enclosed folder entitled "Seeing New York from the Fifth Avenue Bus". At the present time we have a very large supply of these folders on hand, but in the preparation of future advertising matter of a similar nature we shall be glad to bear your suggestion in mind.

Thanking you for your letter, I am

Yours very truly,

*F.T.Wood*  
President & General Manager

✓ (Enclosure)